WHAT IS CLAIMED IS:

- 1. A method for processing a digital color image, comprising the steps of:
- a) providing a subject matter detector for distinguishing between target and background subject matters;
- b) applying the subject matter detector to the image to produce a belief map indicating the degree of belief that pixels in the image belong to target subject matter;
- c) providing an image enhancement operation that is responsive to a control signal for controlling the degree of image enhancement; and
- d) applying image enhancement operation to the digital image by varying the control signal according to the belief map to produce an enhanced image.
- 2. The method claimed in claim 1, wherein a plurality of subject matter detectors are provided, and further comprising the step of selecting one or more of the provided subject matter detectors.
- 3. The method claimed in claim 1, wherein a plurality of image enhancement operations are provided, and further comprising the step of selecting one or more of the provided image enhancement operations.
- 4. The method claimed in claim 1, wherein the target subject matter is human flesh.
- 5. The method claimed in claim 1, wherein the target subject matter is clear blue sky.

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- 6. The method claimed in claim 1, wherein the target subject matter is lawn grass.
- 7. The method claimed in claim 1, wherein the target subject matter is snow field.
- 8. The method claimed in claim 1, wherein the target subject matter of is a body of water.
- 9. The method claimed in claim 1, wherein the image enhancement operation is sharpening.
- 10. The method claimed in claim 1, wherein the image enhancement operation is noise reduction.
- 11. The method claimed in claim 1, wherein the image enhancement operation is tone scale adjustment.
- 12. The method claimed in claim 1, wherein the image enhancement operation is scene balance adjustment.
- 13. The method claimed in claim 1, wherein the image enhancement operation is color re-mapping.
- 14. The method claimed in claim 1, wherein the image enhancement operation is JPEG de-blocking.
- 15. The method claimed in claim 1, wherein the image enhancement operation is image magnification employing interpolation.

- 16. The method claimed in claim 15, wherein the image interpolation is selectable between bilinear interpolation and fractal based interpolation.
- 17. The method claimed in claim 2, wherein the target subject matters include human flesh, clear blue sky, lawn grass, snow fields, and water bodies.
- 18. The method claimed in claim 3, wherein the image enhancement operations include sharpening, noise reduction, JPEG de-blocking, tone scale adjustment, scene balance adjustment, and color re-mapping.
- 19. The method claimed in claim 1, wherein the control signal is varied in accordance to the belief map and to a signal related to the sizes of regions within the belief map.
- 20. The method claimed in claim 1, wherein the control signal is varied in accordance to the belief map and a signal related to the locations of regions within the belief map.
- 21. The method claimed in claim 1, wherein the control signal is varied in accordance to the belief map and a scalar derived from an analysis of the belief map.
- 22. The method claimed in claim 1, further comprising the step of reducing the resolution of the digital color image prior to applying the subject matter detector.
- 23. The method claimed in claim 1, further comprising the step of analyzing the belief map to generate the control signal.

- 24. The method claimed in claim 23, wherein the analysis includes determining the size of each belief region and enhancing the control signal based on the size.
- 25. A computer program product for performing the method of claim 1.
 - 26. A system for processing a digital color image, comprising:
- a) a subject matter detector for distinguishing between target and background subject matters in the digital color image to produce a belief map indicating the degree of belief that pixels in the digital color image belong to target subject matter; and
- b) an image enhancement operator responsive to the belief map for controlling the degree of image enhancement in accordance with the degree of belief.